

Burman Expects to Beat Two Mile a Minute Speed

Huge Blitzen Benz Will Be Driven to Make World's Record at Sheephead Bay Motor Circuit on Election Day.

STAR PILOTS TO CONTENT IN 100 MILE EVENT

The big stunt at the automobile race meet at Sheephead Bay on Tuesday will be Bob Burman's attack on the world's record for speedways. The car he will drive is the Blitzen Benz, the fastest car in the world on a straightaway course, as its performance of a mile in 25.40 seconds at Ormond Beach in Florida four years ago helps to prove. On that occasion his speed was 144 miles an hour. Burman's car will go as fast as the track at Sheephead Bay permits. Burman is sure that he can beat two miles a minute with this car and may do even as fast as 125 miles an hour. It will be a question solely of what speed the track is capable of holding.

This Blitzen Benz is a remarkable racing car. It was brought here in 1911 by the Benz representatives in this country, having been built abroad at a cost of \$15,000 and raced there for a time. Oldfield drove it at first and then subsequently Burman made the straightaway records at Ormond Beach, which have never been beaten. Besides the mile record spoken of he covered two miles in 51.20 seconds and a kilometer in 18.80 seconds.

The car is far larger than any of the modern racing cars and because of its huge engine certainly ought to make easy work of the records at Sheephead. It has a motor 7.25 inches bore and 7.87 inches stroke. Its huge 16-cylinder motor has valves 1.5 inches in diameter, which is larger than the bore of the average modern racing car cylinder. It has nearly 1,000 cubic inches piston displacement, as against a limit of 200 cubic inches for the present day speed cars. It stands as high off the ground as the chin of a more than average tall man and weighs in racing trim slightly over one ton.

It has been lying for the last year or so in the garage of Mr. Fletcher in Indianapolis and was bought for Harry S. Harkness, president of the Sheephead Bay Speedway, in order that there might be a fast car to make a great speed record at the Bay. Burman says that if he can get the car in the trim which he expects he will attempt to

make three miles a minute at Ormond Beach or, if the course proves to be faster, will use the salt plains in Utah. Besides the Benz trials, six famous champions will be seen in a 100 mile motor battle for the Harkness gold trophy and \$12,500 in money prizes. By way of a prelude there will be an aviation meet in which Juan Hernandez will be the star aerial performer.

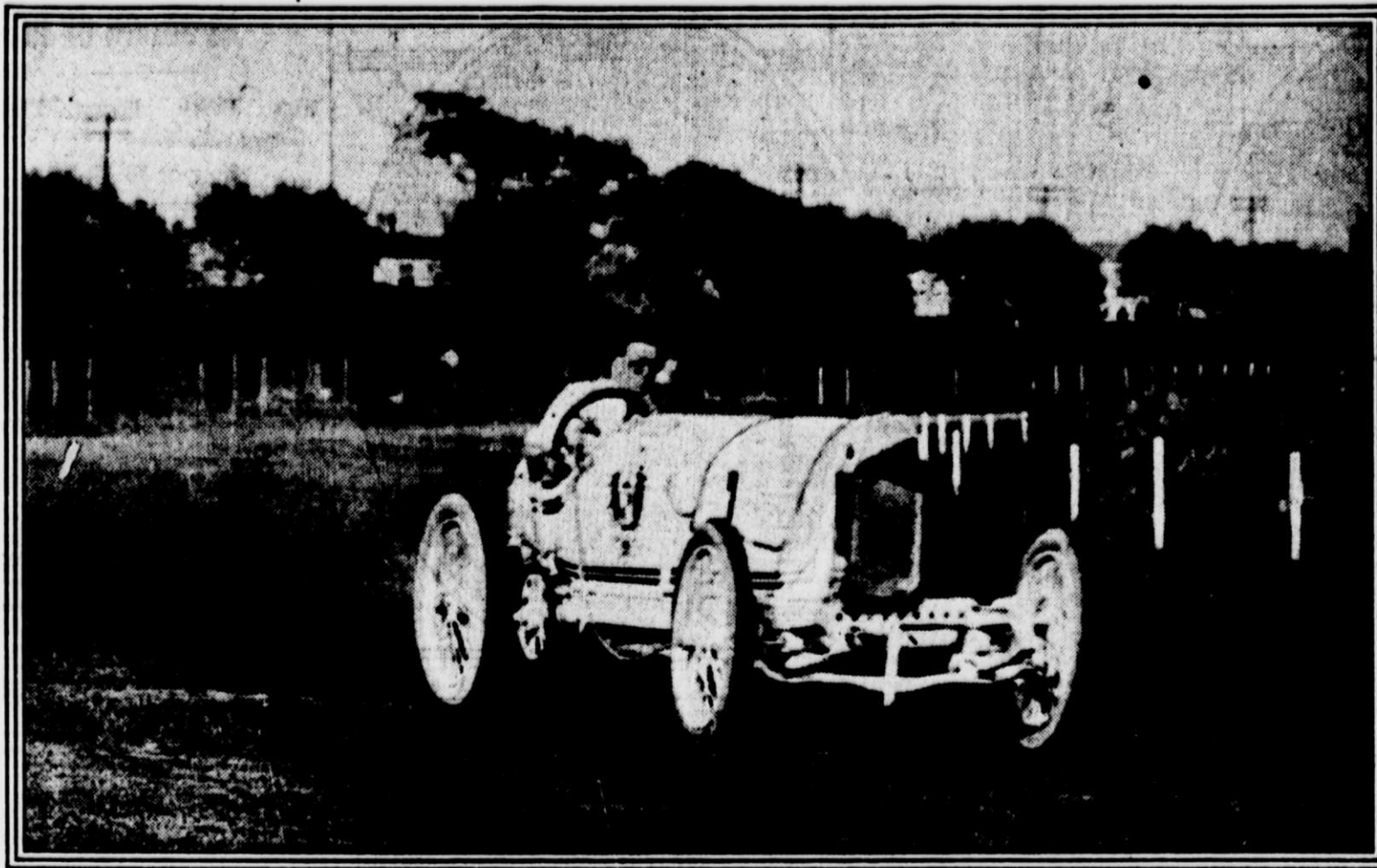
The lineup for the Harkness trophy race will be Ralph De Palma, Dario Resta, Bob Burman, Johnny Aitken, Ralph Mulford and Eddie Rickenbacker. De Palma will be at the wheel of the Mercedes, in which he won this year's Indianapolis race, and Eddie Rickenbacker will pilot the Maxwell in which he captured the Providence, Sioux City and Omaha speedway cups. The other four will pin their hopes of winning the latest classic trophy to the fast flying Peugeot.

All the cup candidates are household names in motor racing and were conspicuous contenders in the recent Astor cup race. Their meeting in a contest of only 100 miles duration will make for a fierce struggle from start to finish without a stop likely for either gasoline, tires or adjustments. There is little doubt that the American record of 51.24 made by Resta in the first 100 miles of the Astor cup race will be beaten, and it is hardly less certain that the Harkness funds track world record of 56.29.83 will also go by the boards.

Domenos will not only thrill the spectators by his flying but he will also attempt an upside down flight around the entire course. He will besides pilot an aviation game in high air, consisting of a motor car, a dirigible, and the big Stevens dirigible balloon, which will be piloted by Frank Goetzale. An exhibition of passenger carrying will also be given.

An enormous holiday crowd is expected, for to give sport loving New Yorkers of every class a chance to visit the Speedway and become interested in the thrilling sports of motor racing and aviation a popular scale of prices has been fixed. Seats on the grand stand will be \$2, and admission, including a seat in the open stands, \$1. Boxes will be sold from \$18 to \$30 and box seats at \$3 and \$5. Parking space can be obtained along the homestead and behind the pits at \$10 and \$5, and infield parking space at \$3. Behind the stands parking space will be free.

WILL GO AFTER WORLD'S RECORD AT SHEEPSHEAD BAY



This is the Blitzen Benz, holder of "Geschwindigkeitweltrekord," which is to say the fastest car in the world. Bob Burman drives it Tuesday at Sheephead Bay to make new world's speedway records.

18,159 CADILLAC EIGHTS.

Big Production Achieved in Little More Than a Year.

Including the cars built and shipped from the factory at Detroit on October 23, the Cadillac production of its V type eight cylinder model reached the total of 18,159 cars, beginning with the shipment of the first eight cylinder

cars, which was October 10, 1914, the production for the even year ended October 9, 1915, was 17,255 cars.

The building of more than 18,000 cars of the new type in a little more than a year is a manufacturing achievement seldom equaled.

Figures show that the Cadillac production up to the date named is several times the number of all the other cars with V type engines built in this

country since the Cadillac eight was first announced.

Hugo to Speak at Y. M. C. A. Secretary of State F. M. Hugo will give a public address at the West Side Y. M. C. A. next Thursday evening, his subject being "Motor Men and Their Training."

The secretary will advance some novel ideas. He discusses the title "Chauffeur" which, he says, is a misnomer, and, besides, the perfect "motor man" is not a chauffeur.

MICHELIN UNIVERSAL IS NEW TYPE TREAD

Developed Quietly by Milltown Makers. It Is Selling at Good Demand.

A novelty these days is the production of a new type tread for a tire, so something like a sensation has been caused in the tire trade following an announcement by the Michelin Tire Company that they have perfected an entirely new type of tire known as the Michelin Universal Tread. This new casing has been developed quietly and nothing was known about it even in the trade. The company says, however, that it is the result of experiments and tests covering a period of over three years.

Describing the new Michelin casing, Mr. Atwell, the local representative of the Michelin company, says that the universal tread is really a combination of the Michelin racing type flat tread, having the same characteristic heavy added tread, and the Michelin plain tread, a full round tire of the so-called "cushion" type. The nonskid feature, Mr. Atwell says, is a combination of the raised or stepped tread non skid, with the flat or cushion tread type. Word from the factory indicates that a very large demand for this new casing is already assured.

PATHFINDER TALKS-№ 3

Wear When you've run your car 10,000 miles how much car have you got left? Look into that question when you buy a car.

PATHFINDER "SIX" \$1695.

Have a Trial Run!

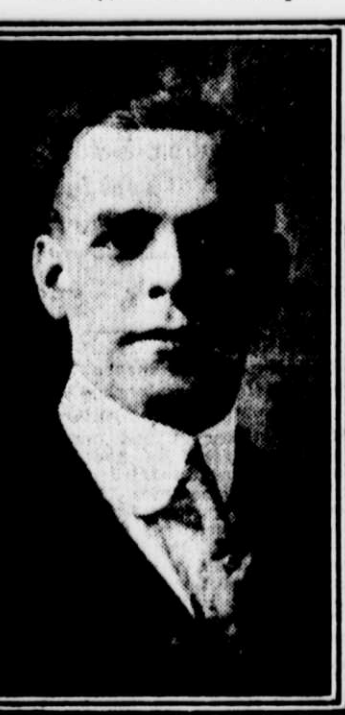
Senior Bros

1875 BROADWAY NEW YORK
PHONE COLUMBUS 1820

Has No Hands, but Drives Car

FRANK E. FITHEN has made a trip from Los Angeles in a 60 horsepower Oakland roadster to Steubenville, Ohio. Both of Fithen's arms are cut off just below the shoulders, and yet he drives his car over the roughest roads and has attained a speed of fifty-eight miles an hour. His roadster is identical with the ordinary car except that the steering wheel is arranged with six holes in which he can place the stumps of his arms. The gear shifting is accomplished with his feet, and the spark and gas levers are operated by the stubs of his arms. Undaunted by physical handicap, Fithen has travelled throughout the country. He thinks nothing of his ability to operate the motor car, since he has no trouble in writing, dressing and undressing himself, swimming, and rides a bicycle and a unicycle.

George H. Phelps



Newly appointed director of advertising of Dodge Bros. He was Studebaker representative in New York for some years.

KING BRINGS OUT LOWER PRICED EIGHT

Car Will Have Slightly Bigger Motor and Will Sell for \$200 Less.

The King Motor Car Company announced the second American eight cylinder—the first popular priced eight—on October 24, 1914. Claiming to have the second largest number of eight cylinder cars running in America this factory now announces the improved five passenger eight cylinder King \$200 less in price than the King eight brought out a year ago.

The new King eight has larger motor dimensions than the first eight cylinder King model offered to the public a year ago, the new model having a 2 1/2 inch bore and 5 inch stroke. Other modifica-

tions include a larger carburetor, refinements in lubrication, radiation and ignition. The same general principles are employed in the new job as in the first King eight, but one year's operation has given the King engineers suggestions from which they have benefited for a light five passenger eight," according to S. S. Toback of the A. E. H. Ranney Company, metropolitan distributors for the King.

Gail Murphy With Chalmers. Paul Smith, vice-president in charge of sales and advertising of the Chalmers Motor Company, announces the appointment of Gail Murphy as advertising manager of the Chalmers. Murphy resigned his position as advertising manager of the Art Metal Construction Company of Jamestown, N. Y., to affiliate with the Chalmers organization. He entered on his new duties Monday, October 25.

AUTO MAKERS AID "SAFETY FIRST"

Assure Federation They Are Vitrally Interested in Plan.

DRAKE PRESENTS IDEAS

J. Walter Drake, president of the Hupp Motor Car Company, representing the National Automobile Chamber of Commerce, spoke recently before the Safety First Convention in Detroit on "Cooperation on Behalf of the Automobile Manufacturers."

Let me assure you all that those of us who are busy making automobiles, whether you recognize it or not, are at the same time just ordinary fellows of the same sort as the rest of the community, and when we go along the streets and try to shoot across Woodward Avenue, we get just as redheaded and we curse the fellow who came near running us down, just the same as the man who never rode in an automobile.

The automobile is on trial apparently. The manufacturer is placed as a sponsor, and it seems to me that perhaps the question of "safety first" somewhat revolves.

It is true that the advent of the car into modern civilization has probably hastened the time of this tremendous movement for safety first, but I do not believe it is responsible for it entirely, any more than have perhaps brought it on a little sooner. The whole American people are in a hurry and they have been in a hurry for a great number of years, so much so that they do not even have time to see what to do with the traffic when the electric street cars were first put on, or when they found the congested streets filled up with children, to see that the ice wagons, express wagons and the police patrols and other vehicles that run through the streets did not run over the children. They did not even devise means of protection until it became acute. I regret to say that in this city they did not even provide enough schools, so that some of the children were in the streets.

Now, gentlemen, the automobile is not here because we are in a hurry, it is here because it is the greatest development in modern social existence of anything that has ever been produced, or probably ever will be produced. Here is the attitude of the manufacturer—that the automobile is not here to enable a few people to drive at the rate of thirty or forty miles an hour if they are not caught at it, but it is here as a great vehicle in the modern social scheme, and the manufacturer is for anything and everything to protect human life and property within reason.

As a unit the automobile manufacturers are against the unlawful use of the streets. They are against cut-outs and all that sort of thing. This "safety first" movement is very young, so let us go back into the automobile history and we will find why there is a notion on the part of some people today that the manufacturer is for speed. Some of the first men who sold cars were race drivers, some liveries, some hackmen, they were not experienced merchants, cars jumped from fifteen miles an hour up to fifty and sixty and seventy miles an hour and racing was one of the chief sports. The whole industry has been judged by the class of men who first went into it. These men were not necessarily business men, but were able to drive a car at twenty miles an hour and not get caught. The tremendous growth, the great volume of business that is shown, all of these things have tended to put the automobile manufacturing industry in the line light and keep it there.

But we are for the regulation of traffic; we are for safety first, last and all the time. All we ask of you gentlemen is that we be allowed to cooperate with you. This thing calls for education and not legislation, it calls for cooperation and not coercion. I agree with the gentlemen who say that we ought to have a law under

THE GENUS MOTOR CAR.

Late to bed and early to rise.
Whatever the weather may be,
Hurry winds and lowering skies,
Bring never a respite for me.
I take Monsieur down to the office at nine.
And before he's opened his mail,
I'm back with Madame in the shopping line.
Each morning without fail.
I take later to luncheon and call.
I'm due at the golf links at three;
Madame, daisies, bridge club or tea;
My time is never free.
In winter I plough through the slush and snow.
And I skid through the mud in spring.
In summer and fall it's a-touring go;
My life's a continual fling.
As long as I answer the throttle so,
They never look under my hood;
They give me the gun and away I go,
If my gas tank's full and my tires are good.
But I've quickened the pace of this "Genus" car.
I'm man's best servant by far.
I've won my name by proving the worth
Of the genus motor car.
—From The Chalmers Clubman.

which every man who drives a car ought to be examined. The automobile is a dangerous thing in the hands of a man who does not know how to use it. If you want such a law, we are with you. All we want you to do is to sit down with us and go over these provisions.

I think you will find this is the attitude of automobile and other manufacturers, so let us approach the subject on the common ground of education and cooperation. I am not familiar enough to discuss details, but I feel that it gives us an opportunity here at Genus, the representative of the National Automobile Chamber of Commerce, which probably represents some 80 or 90 per cent of the owners and manufacturers of automobiles. It gives me an opportunity to say on their behalf that we are decidedly for this movement. We want to be with you, we want the accidents stopped. We don't want cars sold to people who cannot drive them; we are for some reasonable form of license, and I want to again assure you we are with you.

STORY OF AN AUTOMOBILE.

From Indianapolis to the War Zone and Now—Who Knows?

If it were possible to get the story of the life of an automobile from the date it left the factory, shiny, hand-made and in perfect condition, to the time it finally through long use, abuse or accident was discarded and scrapped, the tale would be very interesting. Given the language of a human being, an autobiography of a motor car might prove dully commonplace or very thrilling.

The latter would be the case of a certain 1912 Marmon "22" Sportster. The first and last chapters are missing in the story of this car; only those of the middle life of the car are known. The machine was purchased about a year ago by A. S. Piers of Montreal. It saw active service throughout Canada for some time until Mr. Piers bought a new Marmon.

The 1912 Marmon was then shipped to England for service in the great European struggle. A snapshot of the middle life of the car are known. The machine was purchased about a year ago by A. S. Piers of Montreal. It saw active service throughout Canada for some time until Mr. Piers bought a new Marmon.

Lead Now With Allen Car.

The Stewart Automobile Company, distributors of the Allen car, make the announcement that Arthur V. Allen has been elected vice-president of the company, an office which he has held since the organization of the company seven years ago. Mr. Allen comes to this position from the place of president of the Stevens Chemical Rubber and Manufacturing Company, with which he has been connected for several years.

PAIGE OCTOBER SALES SHOW 600 P. C. GAIN

More Cars Shipped Than in Any Other Like Period of Company's History.

Edward M. Dalley of the Paige-Detroit Company of New York has been notified by the factory that in the first fifteen days of October, or thirteen actual working days, more Paige cars were shipped than in any other equal period in the history of the Paige-Detroit Motor Car Company.

"As a matter of fact," he says, "no other sales agent shows an increase of 600 per cent. In October of last year, that is, providing the shipments and sales for the remainder of the month show proportionate volume and activity."

Overland Fuel Test in London.

In a test recently conducted by the Royal Automobile Club of London a model Overland touring car covered a distance of 24.12 miles on an imperial gallon of gasoline. The Overland used for the test was selected from a stock of forty-four new cars that had just been received by the London distributor.

To Cross Country on "High" Only.

The Pathfinder Company of Indianapolis plans a transcontinental trip to be made by the new twelve-cylinder model in the car's excellent high and reverse. The trip will be made by the company's new "high" model, which will be equipped with a direct drive and will attempt to make the trip in the spring. But we can go any where with the "high" model, the ordinary car can go when using its full range of gears. The new model has been established in actual tests of the most severe nature.

Comprecht With Times Square Co.

Charles Comprecht, connected with the Imperial Auto Supply Company for six years, has joined the Times Square Automobile Company Chicago branch.

SILVER SERVICE CHANGES.

Department Now Is Completely Reorganized by Him.

C. T. Silver has completely reorganized his service department, notable among the improvements being the new scheme of parts distribution. This very important department is now on the main floor of the building and can be reached either from the Fifty-seventh street side or through the Broadway show room.

It is fitted out like a modern shop with long counters and shelves. On the Fifty-seventh street side there is a show window where the latest in car needs and comforts can be inspected. This department has been placed in charge of Jack Abbott.

Outside of the new arrangement for handling parts, customers of the C. T. Silver Motor Company will appreciate the new location of the service department and his assistants have been provided with offices adjacent to his. Both Mr. Phillips and his men can be reached quickly by customers.

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Owners of fine motor cars esteem achievement rather than promise. They are consistent users of Firestone Non-Skid Tires. Not because of the guaranty which falls below the actual performance but for the mileage which surpasses their expectations. Firestone Non-Skids at your dealer's.

DODGE BROTHERS WINTER CAR

Comfort and complete protection for the Winter months—then, in the Spring, a quick change back to the standard touring car or roadster

The tops are well and strongly fitted to the cars at the factory. They are upholstered in cloth, and the appointments are in good taste

The motor is 30-35 horsepower
The price of the Winter Touring Car or Roadster complete, including regular mohair top, is \$950 (f. o. b. Detroit)

DODGE BROTHERS, DETROIT
This Car Is Now on Display in Our Salesroom.
COLT-STRATTON COMPANY
Broadway at 57th Street. Phone Circle 1600.